

## REMARKS

Favorable reconsideration of this application, as presently amended, is respectfully requested.

Claims 1-25 are pending in the present application. Claims 9-22 were indicated as being withdrawn from consideration by the Examiner as being drawn to a non-elected invention. Applicants note that claim 25 which depends on withdrawn claim 9 should also be indicated as being withdrawn from consideration. Claims 1-8, 23 and 24 were rejected under 35 USC 112, second paragraph. Claims 1-8, 23 and 24 were rejected under 35 USC 102(b) as being anticipated by Jennel '536.

With reference to the rejection of claims 1-8, 23 and 24 under 35 USC 112, second paragraph, the claims have been amended where appropriate with an eye toward correcting the informalities noted by the Examiner on page 2 of the Office Action. More specifically, the claims have been amended to more clearly set forth the invention with respect to providing the window on the image to produce a windowed image and performing at least one of a printing, displaying, transmitting and storing of the package wrapper.

Accordingly, the claims are believed to be in compliance the requirements of 35 USC 112, second paragraph.

With reference to the rejection of claims 1-8, 23 and 24 under 35 USC 102(b) as being anticipated by Jennel '536, first, as indicated above, the claims have been amended in a clarifying manner based on the informalities noted by the Examiner under 35 USC 112, second paragraph.

With respect to the pending claims, the reference to Jennel '536 is not believed to anticipate or make obvious the specific features required by the claimed invention. Claim 1 relates to a method of producing a package wrapper that comprises the steps of displaying an image in a display area of an imaging device; providing a window on the image to produce a windowed image, with the window being movable relative to the image and the windowed image comprising at least a portion of the image; displaying at least a portion of a package wrapper which includes the windowed image thereon; selecting a package wrapper size; and performing at least one of a printing, displaying, transmitting and storing of the package wrapper having the windowed image thereon.

A feature of the present invention relates to the production of a package wrapper that includes an image that is provided by a consumer/user. In the present invention, a personalized packaged wrapper is produced and the method is set forth in a manner in which the wrapper can be produced or ordered on demand using an imaging device at a retail location. The reference to Jennel '536 is directed to producing a specific packaging material for a product, while the present invention is directed to the making of personalized wrapping paper.

In order to facilitate the production of personalized wrapping paper, the method of claim 1 provides for a step of locating a window on an image to produce a windowed image, with the window being movable relative to the image and the windowed image comprising at least a portion of the image.

Claim 1 further requires the step of displaying at least a portion of a package wrapper which includes the windowed image thereon. The reference to Jennel '536 relates to the concept of printing digital graphic images directly onto a web of packaging material. As shown in Jennel '536, an image is shown on a screen and thereafter, sent to a printing site so as to be placed on a wrapper. Since the reference to Jennel '536 is not directed to a method of selecting and producing a personalized packaging wrapper, there is no showing or suggestion in the reference to Jennel '536 of a method which includes providing a window on an image to produce a windowed image, with the window being movable relative to the image and the windowed image comprising at least a portion of the image;

and displaying at least a portion of a package wrapper which includes the windowed image thereon. This feature as required by claim 1 provides the user with the ability to personalize the packaging wrapper by focusing on an image that the user wants to include in the package wrapper, moving a window within a larger image to ensure that a desired image is selected for the package wrapper, and displaying the windowed image on the package wrapper. These features are not shown or suggested in the reference to Jennel '536. More specifically, the reference to Jennel '536 does not show or suggest the concept of providing a window on an image to produce a windowed image, wherein the window is movable relative to the image and the windowed image comprises a portion the image; and displaying at least a portion of a package wrapper that includes the windowed image thereon.

Accordingly, claim 1 is believed to be allowable over the reference to Jennel '536.

Claims 2-7, 23 and 24 depend from claim 1 and set forth further unique features of the present invention which are also not believed to be shown or suggested in the reference to Jennel '536. Accordingly, these claims are also believed to be allowable.

Claim 8 relates to a method of producing a package wrapper which like claim 1 requires the step of providing a window that is movable relative to an image to produce a windowed image, with the windowed image being comprised of a portion of the image; forming at least a portion of a package wrapper comprising the windowed image; and displaying the portion of the package wrapper comprised of the windowed image. As noted above with respect to claim 1, the reference to Jennel '536 which discloses a method and apparatus for printing digital graphic images directly onto a web of packaging material, does not show or suggest the personalized method of claim 8 which permits a user to provide a window that is movable relative to an image to produce a windowed image; and form a package wrapper that includes the windowed image. There is no showing, suggestion or teaching in Jennel '536 for the method of claim 8, including the concept of providing a window on an image to produce a windowed image and moving the window relative to the image.

Therefore, the reference to Jennel '536 is not believed to show or suggest the features of claim 8.

Accordingly, the reference to Jennel '536 is not believed to anticipate or make obvious the specific features required by claims 1-8, 23 and 24.

In view of the foregoing comments, it is submitted that the inventions defined by each of claims 1-8, 23 and 24 are patentable, and a favorable reconsideration of this application is therefore requested.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "David A. Novais", written over a horizontal line.

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